



CASE REPORT

1. Complaint reference number	89/00
2. Advertiser	Lever Rexona (Lynx Voodoo)
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 April 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises flashed images of a woman dancing, wearing a backless dress with a bodice scooped to the waist. These images are interspersed with those of a man's face in close-up. The man grasps a diminutive of the woman in his hand, places her upon a candle and blows her away.

THE COMPLAINT

Comments which the complainant made regarding this advertisement included the following:

'..... I find (this ad) sexist and very offensive. there is a woman with most of her chest exposed on a candle, is that really necessary?'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board was of the view that the portrayal of the woman within the advertisement did not constitute discrimination or vilification; neither did it contravene community standards in its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.